



**CITY OF SCOTTSDALE
HUMAN RELATIONS COMMISSION
REGULAR MEETING MINUTES**

Monday, May 12, 2025

Community Design Studio
7506 E. Indian School Road
Scottsdale, AZ 85251

PRESENT: Tina Drews, Chair
Cynthia Romagnolo, Vice-Chair
Ashley Adams (MS Teams; departed at 5:15 p.m.)
Veronica Aguilar
Muhammad Babur
Mason Gates
Shiry Sapir

STAFF: Kelly Corsette, Communications/Public Affairs Director

Call to Order

Chair Drews called the meeting to order at 5:00 p.m.

Roll Call

Members present as listed above.

Land Acknowledgement

Public Comment

There were no members of the public who wished to speak.

1. Approval of the regular Meeting Minutes from April 7, 2025

COMMISSIONER GATES MOVED TO APPROVE THE APRIL 7, 2025, HUMAN RELATIONS COMMISSION REGULAR MEETING MINUTES. VICE-CHAIR ROMAGNOLO SECONDED

THE MOTION, WHICH CARRIED SEVEN (7) TO ZERO (0). CHAIR DREWS, VICE-CHAIR ROMAGNOLO, COMMISSIONERS ADAMS, AGUILAR, BABUR, GATES, AND SAPIR VOTED IN THE AFFIRMATIVE. THERE WERE NO DISSENTING VOTES.

2. Discussion, recommendations and possible action regarding the Human Relations Commission's strategic plan

Chair Drews provided an updated draft of the Human Relations Commission's goals, objectives, and strategic plan for FY 2025/26. Commissioners reviewed and made amendments to the draft strategic plan, resulting in the following priorities:

Community Partnership and Collaboration

- **Goal Statement:** To foster a vibrant, inclusive community by building meaningful partnerships that promote inclusion and strengthen social cohesion locally.
- **Objectives**
 1. Strengthen Community Engagement: Partner with local organizations, schools, and businesses to host events and initiatives that promote our inclusive city.
 2. Expand Collaborative Networks: Build and sustain partnerships.
 3. Promote Local Business Involvement: Engage local businesses in community-building activities.
- **Strategies**
 - Leverage Existing Institutions
 - Partner with the library to host one focused event annually.
 - Focus on Strong Partnerships
 - Develop at least one new partnership with a community organization each year.
 - Incorporate Local Business Perspectives
 - Form partnerships with local businesses to cosponsor events or initiatives that align with community building.
 - Annual Partnership Outputs
 - Host one event annually with the library.
 - Establish one new strong community partnership each year.
 - Event Metrics
 - Successfully host at least one collaborative event focused on inclusion with an increasing number of participants each year.
 - Expanded Collaboration
 - Partner with at least one other Arizona city annually on one initiative.
 - Local Engagement
 - Secure commitments from at least two local businesses to participate in activities annually.
 - Evaluate and report on the impact of these partnerships through surveys or qualitative feedback.
 - Sustainability and Growth
 - Track and assess the longevity and effectiveness of partnerships through periodic reviews and measurable outcomes.

Community Outreach and Advocacy

- **Goal Statement:** To enhance the effectiveness, inclusivity, and impact of the Commission by fostering collaboration, engaging stakeholders, and aligning efforts with City priorities.

- **Objectives**
 - Strengthen the Commission's capacity and engagement through strategic appointments, inter-commission outreach, and regular communication with City leadership.
- **Strategies**
 - Recommendation of New Commissioners
 - Identify and recommend qualified individuals to fill vacancies promptly, ensuring diverse representation.
 - Outreach with Other Commissions
 - Collaborate with similar commissions to share best practices, foster partnerships, and align citywide objectives.
 - Engagement with City Leadership
 - Schedule biannual meetings and presentations with the City Council and Mayor to share progress, highlight achievements, and seek feedback.
 - Benchmarking
 - Research and compare the activities and impact of similar commissions in other cities to identify improvement opportunities.
 - Engage the Scottsdale Police Department to discuss crime metrics.
 - Engagement with the Mayor's Youth Council
 - Develop programs or initiatives to involve the Mayor's Youth Council in Commission activities, promoting youth input and leadership.
- **Benchmarks**
 - Commissioner Appointments
 - Recommend candidates to fill Commission vacancies within 90 days of identification.
 - Outreach Activities
 - Host at least one collaborative initiative or meeting with other commissions annually.
 - Engagement with Leadership
 - Conduct two biannual engagements with the City Council and Mayor with measurable outcomes discussed (such as one-on-one meetings, an annual report, etc.)
 - Benchmarking Efforts
 - Complete a comparative analysis of at least one other commission each year and implement one new best practice.
 - Youth Council Involvement
 - Successfully integrate the Mayor's Youth Council into one major initiative or event per year.

Community Resources and Communication

- **Goal Statement:** To increase community awareness, engagement, and access to valuable resources through effective communication, innovative outreach, and resource-sharing initiatives.
- **Objectives**
 - Enhance visibility and provide actionable information to community and business leaders by leveraging marketing channels, media opportunities, and publicly available resources, such as the Scottsdale Library System.
- **Strategies**
 - Newsletter or Marketing Outreach

- Launch regular content for use in community platforms, such as through Instagram, City newsletters, and the Scottsdale Chamber newsletter.
- o Podcast or Media Engagement
 - Partner with local media and platforms such as local podcasts or similar, to discuss relevant topics, promote initiatives, and highlight success stories.
- **Benchmarks**
 - o Newsletter/Marketing Outreach
 - Make quarterly content available on various platforms.
 - o Podcast Engagement
 - Appear on at least two podcasts or media platforms annually.

Accountability and Metrics

- **Goal Statement:** To create a comprehensive framework recognizing that the role of the Human Relations Commission is to advise and support the Mayor and the City Council in their shared goals to create inclusion and a growth mindset in the City of Scottsdale.
- **Objectives**
 - o Establish measurable key performance indicators (KPIs) and milestones to monitor progress on inclusion efforts.
 - o Integrate artificial intelligence (AI) and data analytics to identify trends, gaps, and community opportunities.
 - o Facilitate annual community education and accountability by incorporating community presentations.
 - o Develop and promote a succinct, clear mission statement that encapsulates the organization's commitment to inclusivity and equality.
- **Strategies**
 - o Define KPIs and Milestones
 - Set milestones like quarterly reviews, annual reports, and community feedback sessions.
 - Leverage AI and data analytics
 - Collaborate with community leaders and legal experts, such as Choose Scottsdale, Impact AZ, and Supplier Diversity Initiative.
- **Benchmarks**
 - o Quarterly review
 - Quarterly presentation to Commission for discussion and actions if appropriate.

VICE-CHAIR ROMAGNOLO MOVED TO APPROVE THE HUMAN RELATIONS COMMISSION'S STRATEGIC PLAN. COMMISSIONER GATES SECONDED THE MOTION, WHICH CARRIED SIX (6) TO ZERO (0). CHAIR DREWS, VICE-CHAIR ROMAGNOLO, COMMISSIONERS AGUILAR, BABUR, GATES, AND SAPIR VOTED IN THE AFFIRMATIVE. COMMISSIONER ADAMS WAS NOT PRESENT. THERE WERE NO DISSENTING VOTES.

3. Discussion and possible recommendation regarding the Human Relations Commission sunset review scheduled at 4 p.m. Thursday, May 22

Kelly Corsette, Communications/Public Affairs Director, said that the Human Relations Commission sunset review has been rescheduled for June 26, 2025. He explained the sunset review process and that sunset reviews are routine for all boards and commissions every three years. During the sunset reviews, members of the Audit Committee are presented with information about activities that the board or commission has conducted over

the past three years in the form of the commission's annual reports, and they evaluate whether those activities are still beneficial to the City. Based on the information they receive, the Audit Committee makes a recommendation to the City Council about whether to continue the board or commission.

Commissioners expressed concern about the sunset review process. Mr. Corsette noted that in his time with the City, he has never seen a board or commission sunsetted during the sunset review process. He reminded Commissioners that when the Office of Diversity was eliminated, City Council affirmed that they wanted to maintain the Human Relations Commission. He confirmed that the newly recommended Human Relations Commission strategic plan could be included with the materials going to the Audit Committee.

CHAIR DREWS MOVED TO INCLUDE THE HUMAN RELATIONS COMMISSION'S STRATEGIC PLAN IN THE SUNSET REVIEW PACKET. COMMISSIONER AGUILAR SECONDED THE MOTION, WHICH CARRIED SIX (6) TO ZERO (0). CHAIR DREWS, VICE-CHAIR ROMAGNOLO, COMMISSIONERS AGUILAR, BABUR, GATES, AND SAPIR VOTED IN THE AFFIRMATIVE. COMMISSIONER ADAMS WAS NOT PRESENT. THERE WERE NO DISSENTING VOTES.

4. Identification of Future Agenda Items

Mr. Corsette said that the Commission's recommendation to the City Council that employee resource groups for employees be allowed to continue is being reviewed by the City Manager's office. The recommendation will be moved forward to the City Council as part of a package of items related to the elimination of the Office of Diversity and other diversity-related items currently being reviewed by the City Manager.

Future meetings could include:

- Update on the ERG recommendation forwarded to City Council
- Strategic plan planning – focus on partnerships

The next meeting will be June 9, 2025. There will be no meeting in July.

Adjournment

CHAIR DREWS MOVED TO ADJOURN THE MEETING. COMMISSIONER GATES SECONDED THE MOTION, WHICH CARRIED SIX (6) TO ZERO (0). CHAIR DREWS, VICE-CHAIR ROMAGNOLO, COMMISSIONERS AGUILAR, BABUR, GATES, AND SAPIR VOTED IN THE AFFIRMATIVE. COMMISSIONER ADAMS WAS NOT PRESENT. THERE WERE NO DISSENTING VOTES.

With no further business to discuss, being duly moved and seconded, the regular meeting adjourned at 6:33 p.m.

Recorded and Transcribed by eScribers, LLC.